

## Sample “Advancing the Choice” Event Agenda Model

- 7:30 – 8:00      Registration  
                         Full or Continental breakfast sponsored by \_\_\_\_
- 8:00 – 8:10      Welcome (Host Clean Cities Coordinator)  
                         a. Introductions  
                         b. Recognition of host coalition, sponsors, VIPs, etc,  
                         c. Why we are here
- 8:10 – 9:00      OEM Presentations (approximately 5-10 min. each)  
                         a. Explanation of 1998/99 AFV product line  
                         b. Availability/Pricing/Incentives  
                         c. Production, order, and delivery dates  
                         d. Introduce dealers, direct audience to booths
- 9:00 – 9:15      Fuel Provider Presentation (5 minutes each)  
                         a. Locations for AFV refueling (current and planned)  
                         b. Availability/Price/Incentives
- 9:40 – 9:45      Federal & State Incentives Presentation (DOE Clean Cities RSO staff and/or Clean Cities Coordinator)  
                         a. SEP Special Projects & EPAct tax deductions/credits  
                         b. State tax incentives and/or other state incentive programs, such as CMAQ funding availability (if applicable)
- 9:45 – 10:00      Clean Cities AFV Rebate Program and “Advancing the Choice” tools (DOE Clean Cities RSO staff and/or Clean Cities Coordinator)  
                         a. AFV Rebates – How much and how to get them (if applicable)  
                         b. Discuss “Advancing the Choice” tools (AFV Fleet Buyer’s Guide, NREL Products/Materials)
- 10:00 – 10:15      Local Fleet Success Story/Stories or Testimonials (Private or Local Government)
- 10:15 – 11:05      “Advancing the Choice” Networking (provide refreshments)  
                         a. OEM booths and Ride-and-Drives  
                         b. Fuel Provider booths and/or work the floor  
                         c. State Incentives booth and/or work the floor  
                         d. Clean Cities booth and work the floor  
                         e. Demonstrate Fleet Buyers Guide

\* This is only a recommended agenda model – the final agenda can and should be modified to fit the needs of your local Clean Cities Coalition. Other presenters may include any of the following: EPA, DEP, DOT, and the Metropolitan Planning Organization.